



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Media Strategies & Research
Attn: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

Contract # 192714

Schedule Dates 10/08/12-10/14/12
Advertiser Kaine for Senate 2012 (15809)
Agency Media Strategies & Research (1419)
Product Political-Political (1088)
Brand Kaine FOR SENATE 2012 (68318)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Beale, Rachael
Phone/Fax /
CPE Kaine/US SENATE 2012/EST 11516 10/8-10/14
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments 10/8 - 10/14/2012 - ADD to SKED

Date Entered 08/02/12
Last Modified 08/02/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,047.50
Net Total \$11,602.50
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Oct. 2012
Grand Total:
Spots 8
Rate \$13,650.00
\$13,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/08/12-10/08/12	4	:30	4:58A- NEWS-GOOD MORNING WASHINGTON @5A	1								1	\$250.00	\$250.00	WJLA Arlington (WJLA)		8/2/12
2.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	7:58A- ABC-GOOD MORNING AMERICA SUN								1	1	\$200.00	\$200.00	WJLA Arlington (WJLA)		8/2/12
3.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	10:58A- ABC-THE VIEW							1		1	\$600.00	\$600.00	WJLA Arlington (WJLA)		8/2/12
4.0	Normal Line / SPOT	10/09/12-10/11/12	4	:30	3:58P- ABC-KATIE COURIC			1						2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		8/2/12
5.0	Normal Line / SPOT	10/10/12-10/12/12	3	:30	6:58P- WHEEL OF FORTUNE				1					2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/2/12
6.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	4:40A- ABC-REVENGE								1	1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		8/2/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



Station Order Add to Schedule Kaine for Senate 2012

Market: Washington, DC

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

Estimate ID

11516

Contact: Susan Petro/Barbara Monares

Phone: 703-236-9552

Email: bmonares@wjla.com

Fax: 703-236-2341

Direct:

WJLA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
WJLA 5a News 5:00 AM 6:00 AM	EM	M-F 30	\$250.00 \$250.00	✓							1
Good Morning Sun 8:00 AM 9:00 AM	EM	Su 30	\$200.00 \$200.00							✓	1
The View 11:00 AM 12:00 PM	DT	M-F 30	\$600.00 \$600.00					✓			1
Katie Couric 4:00 PM 5:00 PM	EF	M-F 30	\$800.00 \$1,600.00		✓		✓				2
Wheel of Fortune 7:00 PM 7:30 PM	PA	M-F 30	\$3,000.00 \$6,000.00			✓		✓			2
90% PE at LUR Per WJLA, Move to P3											
Revenge 9:00 PM 10:00 PM	PT	Su 30	\$5,000.00 \$5,000.00							✓	1
Station Gross Totals			\$13,650.00	1	1	1	1	2		2	8

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastategies.com

Date/Time Sent: 7/31/2012 3:50:27 PM

WJLA-TV

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POLITICAL CANDIDATE ADVERTISEMENTS

☒ FEDERAL CANDIDATE

☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WJLA-TV

Washington, DC

Date:

8/1/2012

I, Media Strategies and Research

being/on behalf of: Tim Kaine, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation, or Package	Days	Class	Times per Week	Number of Weeks
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SEE ATTACHED SCHEDULE

The attached order should be regarded as a formal request for Equal Opportunities. We request that all rules regarding rates and access as defined by the Equal Opportunities clause in Section 315 of the Communications Act be enforced.

Date of First Broadcast:

Monday, October 08, 2012

Date of Last Broadcast:

Sunday, October 14, 2012

Total Gross Charges: \$13,650.00



Media Strategies and Research

1580 Lincoln Street, Suite 510
Denver, Colorado 80203
(303) 969-4700

11350 Random Hills Road, Suite 670
Fairfax, Virginia 22030
(703) 877-2000

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally-qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Warren Thompson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

WEDNESDAY, AUGUST 01, 2012

Signature

To Be Signed By Candidate Representative



Accepted



Accepted in Part



Declined



Media Strategies and Research

1580 Lincoln Street, Suite 500
Denver, Colorado 80202
(303) 887-4772

11350 Random Hills Road, Suite 600
Fairfax, Virginia 22030
(703) 875-8900